

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently Amended) A method comprising:

upon a user ~~logging on to~~ accessing a virtual store having a visual browser via a computer network, displaying a random assortment of graphical representations of products to the user associated with the virtual store ~~without regard to a user profile~~;

creating a plurality of categories, each category identifying an attribute;

associating products having at least one attribute with at least one category; ~~and~~

allowing ~~upon selection of a main product by~~ a user in communication with the visual browser to non-explicitly select a main product; ~~;~~ and

upon selection of the main product, automatically displaying a plurality of related products having at least one attribute in common with the main product that are selectable for purchase by the user.

2. (Canceled)

3. (Original) The method of claim 1, further comprising, displaying at least one other product that is not related by a category to the main product.

4. (Original) The method of claim 1, further comprising, assigning a weight bias to each category based upon a predefined importance of the respective category.

5. (Original) The method of claim 4, further comprising:

determining “like” categories for the main product, a “like” category being a category that the main product is associated with;

selecting one of the “like” categories; and

randomly selecting the at least one other related product from the selected “like” category.

6. (Original) The method of claim 5, wherein selecting one of the “like” categories includes utilizing the weight biases for the categories in a randomly based selection algorithm to select one of the “like” categories.

7. (Original) The method of claim 5, further comprising:

determining “dislike” categories for the main product, a “dislike” category being a category that the main product is not associated with;

selecting one of the “dislike” categories utilizing the weight biases for the categories in a randomly based selection algorithm; and

randomly selecting at least one other product from the selected “dislike” category.

8. (Original) The method of claim 5, further comprising:

selecting a category from the plurality of categories utilizing the weight biases of the categories in a randomly based selection algorithm; and

randomly selecting a product from the selected category.

9. (Original) The method of claim 1, further comprising:

scoring each product based upon weight biases of “like” categories and “dislike” categories, a “like” category being a category that the main product is associated with, a “dislike” category being a category that the main product is not associated with, a weight bias being a predefined value assigned to each respective category to denote the respective category’s importance;

creating a “like” score table, the “like” score table including a “like” score for each of the products indicating the relatedness of the product to the main product; and

randomly selecting the at least one other related product from the “like” score table using the “like” scores as a weight bias.

10. (Original) The method of claim 9, further comprising:

creating a “dislike” score table, the “dislike” score table including a “dislike” score for each product indicating the unrelatedness of the product to the main product, the “dislike” score table being the transposition of the “like score table”; and

randomly selecting at least one other product from the “dislike” score table using the “dislike” scores as a weight bias.

11. (Original) The method of claim 10, further comprising, selecting at least one other product at random from one of the plurality of categories.

12. (Currently Amended) A machine-readable medium having stored thereon instructions, which when executed by a machine, causes the machine to perform operations comprising:

upon a user ~~logging on to~~ accessing a virtual store having a visual browser via a computer network, displaying a random assortment of graphical representations of products to the user associated with the virtual store ~~without regard to a user profile~~;

creating a plurality of categories, each category identifying an attribute;

associating products having at least one attribute with at least one category; and

allowing upon selection of a main product by a user in communication with the visual browser to non-explicitly select a main product; ; and

upon selection of the main product, automatically displaying a plurality of related products having at least one attribute in common with the main product that are selectable for purchase by the user.

13. (Canceled)

14. (Original) The machine-readable medium of claim 12, further comprising the operation of displaying at least one other product that is not related by a category to the main product.

15. (Original) The machine-readable medium of claim 12, further comprising the operation of assigning a weight bias to each category based upon a predefined importance of the respective category.

16. (Original) The machine-readable medium of claim 15, further comprising the operations of:

determining "like" categories for the main product, a "like" category being a category that the main product is associated with;

selecting one of the "like" categories; and

randomly selecting the at least one other related product from the selected "like" category.

17. (Original) The machine-readable medium of claim 16, wherein the operation of selecting one of the "like" categories includes utilizing the weight biases for the categories in a randomly based selection algorithm to select one of the "like" categories.

18. (Original) The machine-readable medium of claim 16, further comprising the operations of:

determining "dislike" categories for the main product, a "dislike" category being a category that the main product is not associated with;

selecting one of the “dislike” categories utilizing the weight biases for the categories in a randomly based selection algorithm; and

randomly selecting at least one other product from the selected “dislike” category.

19. (Original) The machine-readable medium of claim 16, further comprising the operations of:

selecting a category from the plurality of categories utilizing the weight biases of the categories in a randomly based selection algorithm; and

randomly selecting a product from the selected category.

20. (Original) The machine-readable medium of claim 12, further comprising the operations of:

scoring each product based upon weight biases of “like” categories and “dislike” categories, a “like” category being a category that the main product is associated with, a “dislike” category being a category that the main product is not associated with, a weight bias being a predefined value assigned to each respective category to denote the respective category’s importance;

creating a “like” score table, the “like” score table including a “like” score for each of the products indicating the relatedness of the product to the main product; and

randomly selecting the at least one other related product from the “like” score table using the “like” scores as a weight bias.

21. (Original) The machine-readable medium of claim 20, further comprising the operations of:

creating a “dislike” score table, the “dislike” score table including a “dislike” score for each product indicating the unrelatedness of the product to the main product, the “dislike” score table being the transposition of the “like score table”; and

randomly selecting at least one other product from the “dislike” score table using the “dislike” scores as a weight bias.

22. (Original) The machine-readable medium of claim 21, further comprising the operation of selecting at least one other product at random from one of the plurality of categories.

23. (Currently Amended) An apparatus comprising:

a processor and a memory coupled thereto, the memory storing a visual browser;

a network interface to couple to a computer network;

upon a user ~~logging on to~~ accessing a virtual store having the visual browser via the computer network, the visual browser,

displaying a random assortment of graphical representations of products to the user associated with the virtual store ~~without regard to a user profile~~;

creating a plurality of categories, each category identifying an attribute;

associating products having at least one attribute with at least one category; and

~~upon selection of a main product by~~ allowing a user in communication with the visual browser via the computer network to non-explicitly select a main product; and

upon selection of the main product, automatically causing the display of a plurality of related products having at least one attribute in common with the main product that are selectable for purchase by the user.

24. (Canceled)

25. (Original) The apparatus of claim 23, wherein the visual browser causes the display of at least one other product that is not related to the main product.

26. (Original) The apparatus of claim 23, wherein the visual browser assigns a weight bias to each category based upon a predefined importance of the respective category.

27. (Original) The apparatus of claim 26, wherein the visual browser:  
  
determines “like” categories for the main product, a “like” category being a category that the main product is associated with;  
  
selects one of the “like” categories; and  
  
randomly selects the at least one other related product from the selected “like” category for display to the user.

28. (Original) The apparatus of claim 27, wherein selecting one of the “like” categories includes utilizing the weight biases for the categories in a randomly based selection algorithm to select one of the “like” categories.

29. (Original) The apparatus of claim 27, wherein the visual browser:  
  
determines “dislike” categories for the main product, a “dislike” category being a category that the main product is not associated with;  
  
selects one of the “dislike” categories utilizing the weight biases for the categories in a randomly based selection algorithm; and  
  
randomly selects at least one other product from the selected “dislike” category for display to the user.

30. (Original) The apparatus of claim 27, wherein the visual browser:  
  
selects a category from the plurality of categories utilizing the weight biases of the categories in a randomly based selection algorithm; and  
  
randomly selects a product from the selected category for display to the user.

31. (Original) The apparatus of claim 23, wherein the visual browser:

scores each product based upon weight biases of “like” categories and “dislike” categories, a “like” category being a category that the main product is associated with, a “dislike” category being a category that the main product is not associated with, a weight bias being a predefined value assigned to each respective category to denote the respective category’s importance;

creates a “like” score table, the “like” score table including a “like” score for each of the products indicating the relatedness of the product to the main product; and

randomly selects the at least one other related product from the “like” score table using the “like” scores as a weight bias for display to the user.

32. (Original) The apparatus of claim 31, wherein the visual browser:

creates a “dislike” score table, the “dislike” score table including a “dislike” score for each product indicating the unrelatedness of the product to the main product, the “dislike” score table being the transposition of the “like score table”; and

randomly selects at least one other product from the “dislike” score table using the “dislike” scores as a weight bias for display to the user.

33. (Original) The apparatus of claim 31, wherein the visual browser selects at least one other product at random from one of the plurality of categories.